

For immediate release



product
design
award

2008

International design award for Push braces

Nea International bv, producer of orthopaedic aids, has won the iF product design award 2008 for its latest invention. This prestigious award was given for the Push ACL in the Medicine / Health & Care category. Entries were submitted by more than 1000 participants from over than 35 countries, competing with 2772 different products.

With the Push ACL, Nea International offers an extremely comfortable and effective solution for chronic knee instability or post-operative care after anterior cruciate ligament reconstruction.

This unique new brace features a Non-Ax™ stabilisation system that is a true breakthrough in knee-joint support and treatment of anterior cruciate ligament damage. Featuring a supportive leaf-spring system, it actively stabilises the knee joint in such a way that the natural flexion and extension movement of the knee is not inhibited.

The development team of Nea International in Maastricht is responsible for the functional and technical aspects of the Push ACL and closely cooperates in this process with various educational and care institutions in the Netherlands. The design was in the capable hands of Waac's Design & Consultancy in Rotterdam.

The Netherlands Design Award 2004 had already been won by the renewed Push range. With the iF award 2008, Nea has once more received recognition for its progressive approach to product innovation.

About the iF award 2008

The iF product design award is a design distinction with international recognition value.

As one of the world's oldest design competitions, the iF product design award can look back on a long and rich tradition. This seal of fine design quality, in the shape of a square, red logo with its distinctive lettering, has stood for qualitatively outstanding design awards for over 50 years. Last year, a jury of specialists evaluated 2,292 entries from 35 different nations, the best of which were selected for an award and publicised internationally. And, in 2008, this awards contest is again dedicated to promoting awareness of the significance of excellent design as well as to providing corporations with an opportunity to go up directly against the competition and the interested public with a platform for fine design. This is because the 14 categories in the iF product design award give you an idea of the complexity of contemporary design and the broad spectrum it covers. All the prizewinners can be proud of their design achievements and can communicate them in their press and PR work as well as in their marketing campaigns. Each winner receives a coveted iF certificate, which retains its validity for the entire product life cycle.

iF product design award

Winning an iF product design award will continue to mean what winning an iF design award has always meant in the past: enhancing appreciation of excellent design, drawing attention to outstanding design achievements and helping users recognise the different nuances in a complex product world.

The iF quality seal has become a worldwide brand with high recognition value which continues to guarantee the latest design trends.

Nea International bv

Maastricht, 4 december 2007

*Further information is available from: Anne Storcken, Phone + 31 43-4079220,
email info@push-brace.com*

Nea International bv develops, produces and distributes Push braces and PSB Sport braces. More information about Nea International bv and its products can be found at www.push-brace.com and www.psb-sportbrace.com



**product
design
award**

2008

